



1/16

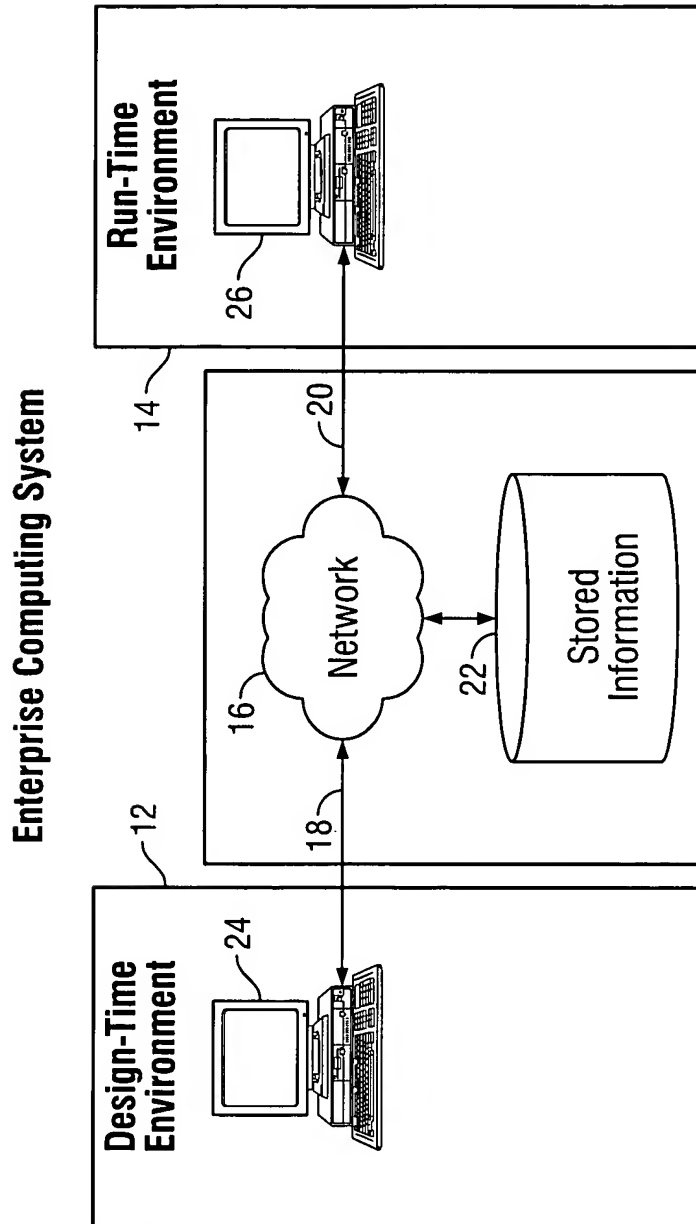


FIG. 1

10 →

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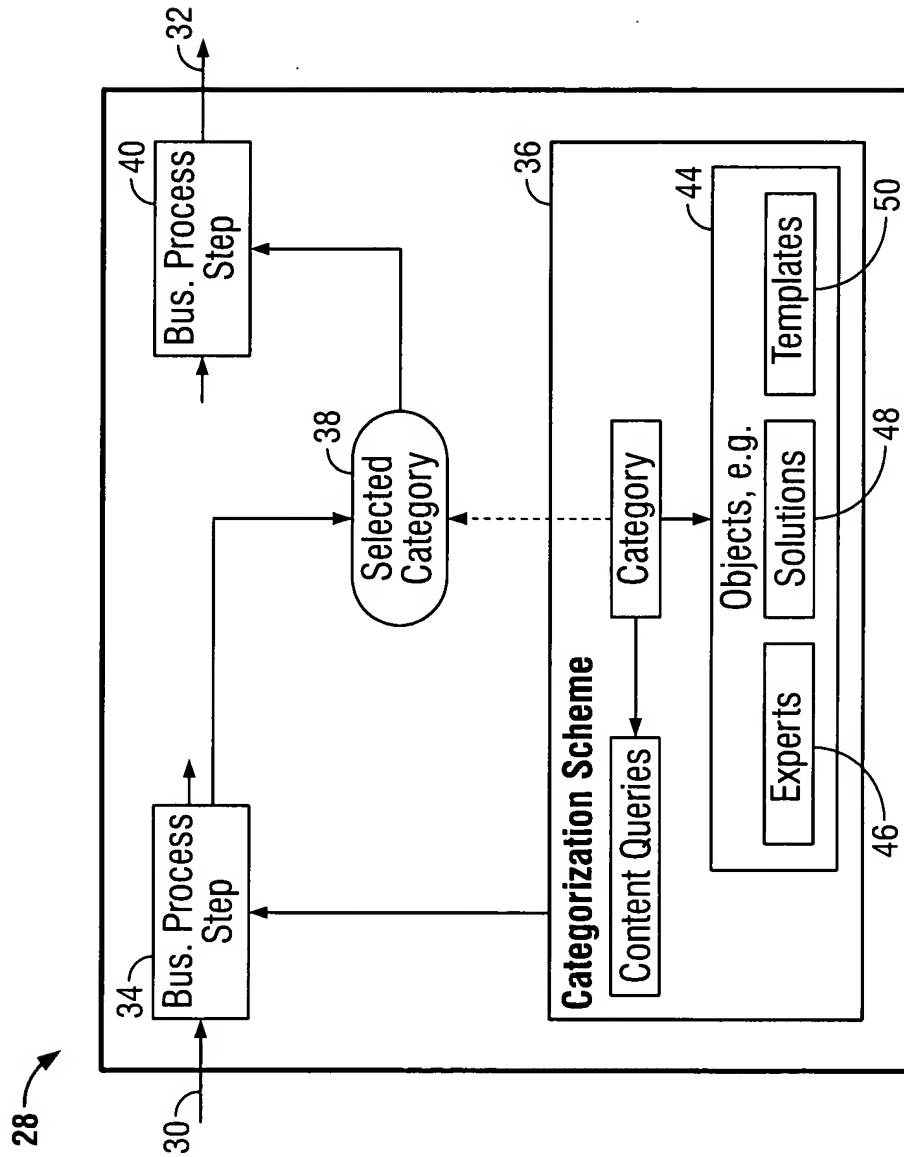


FIG. 2A

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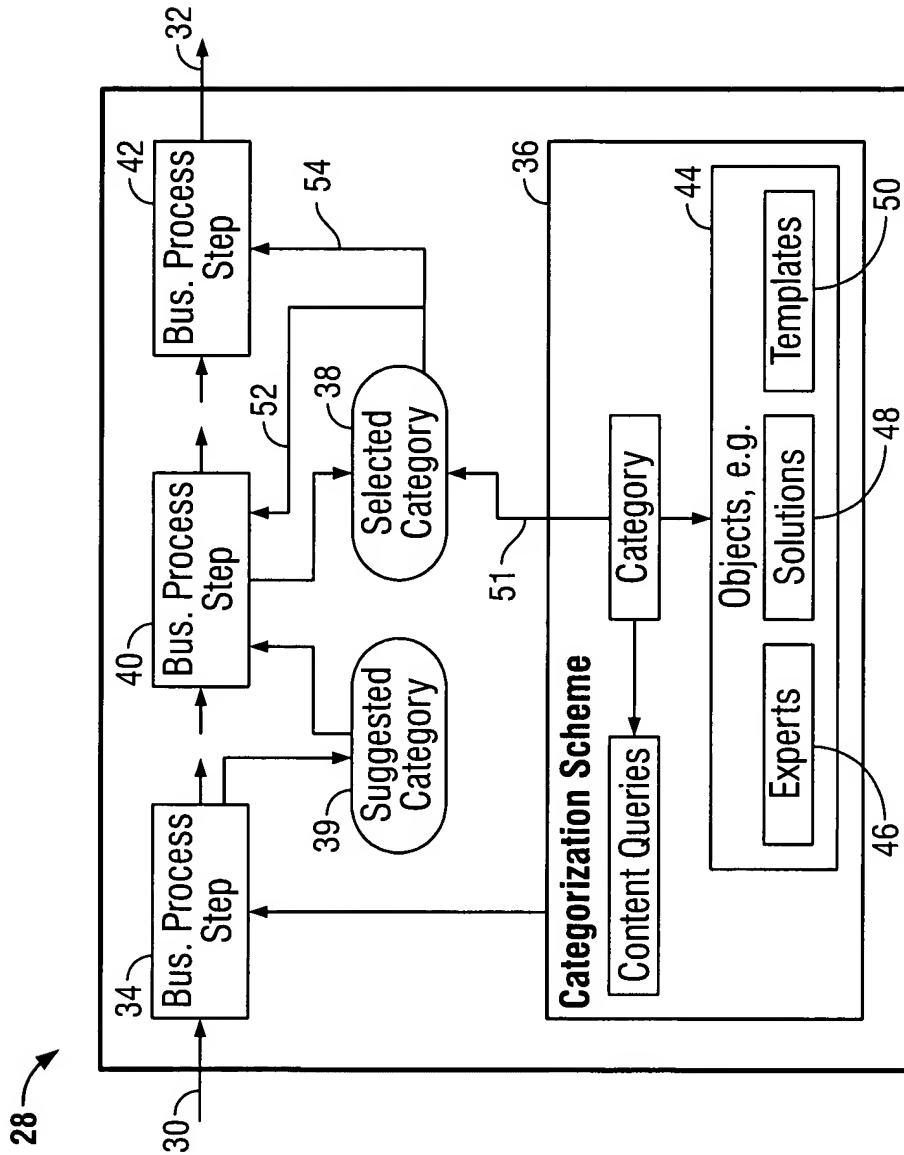


FIG. 2B

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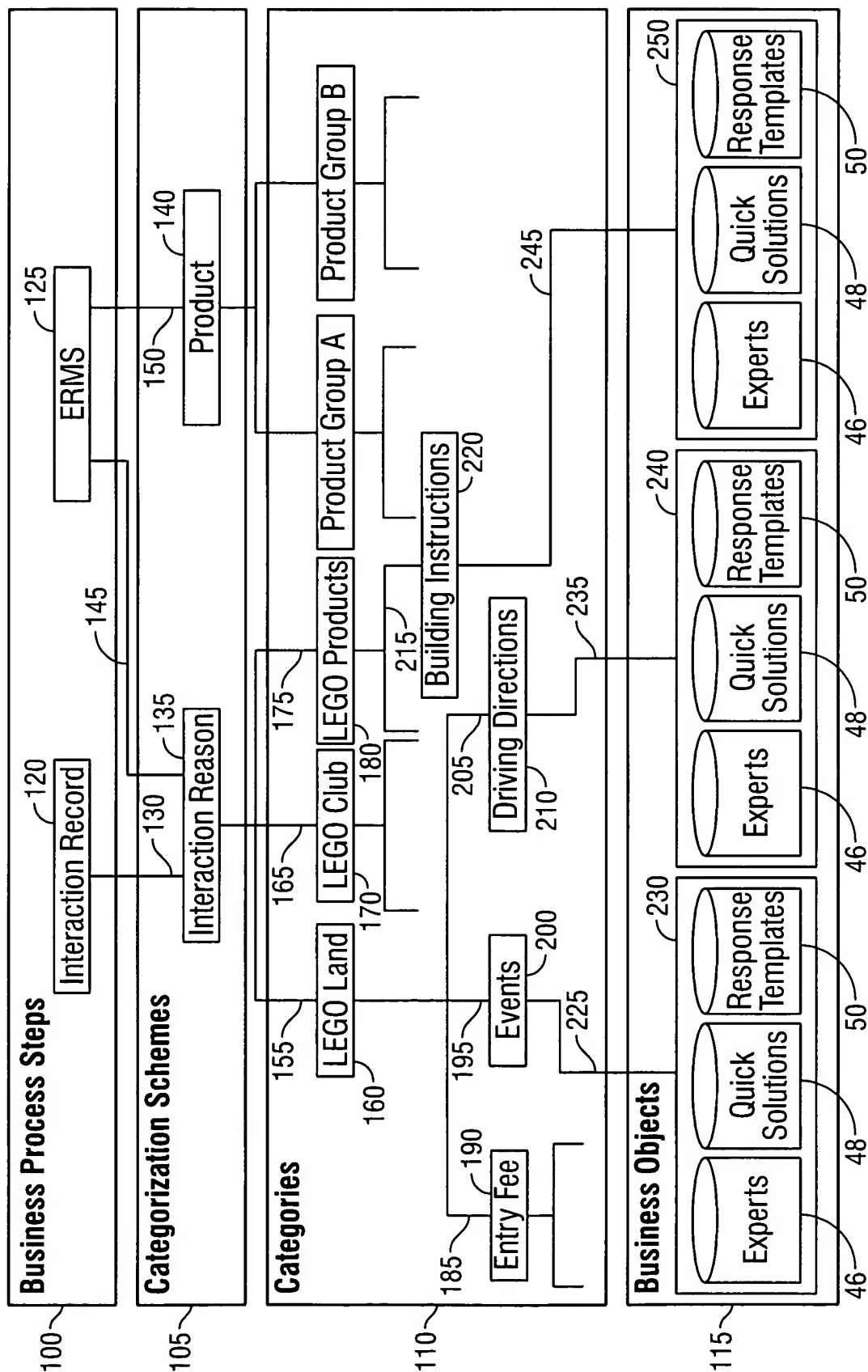


FIG. 3A

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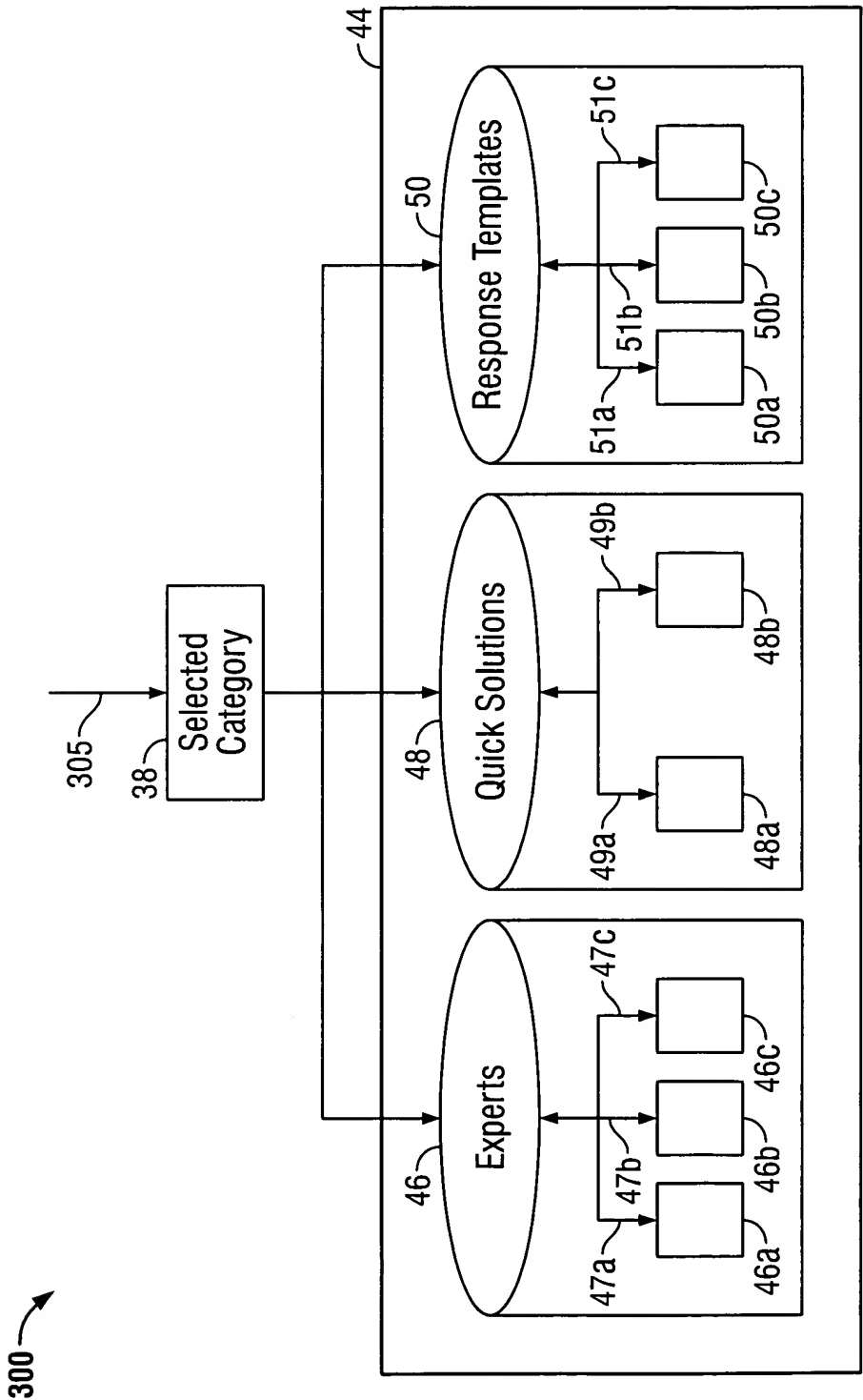
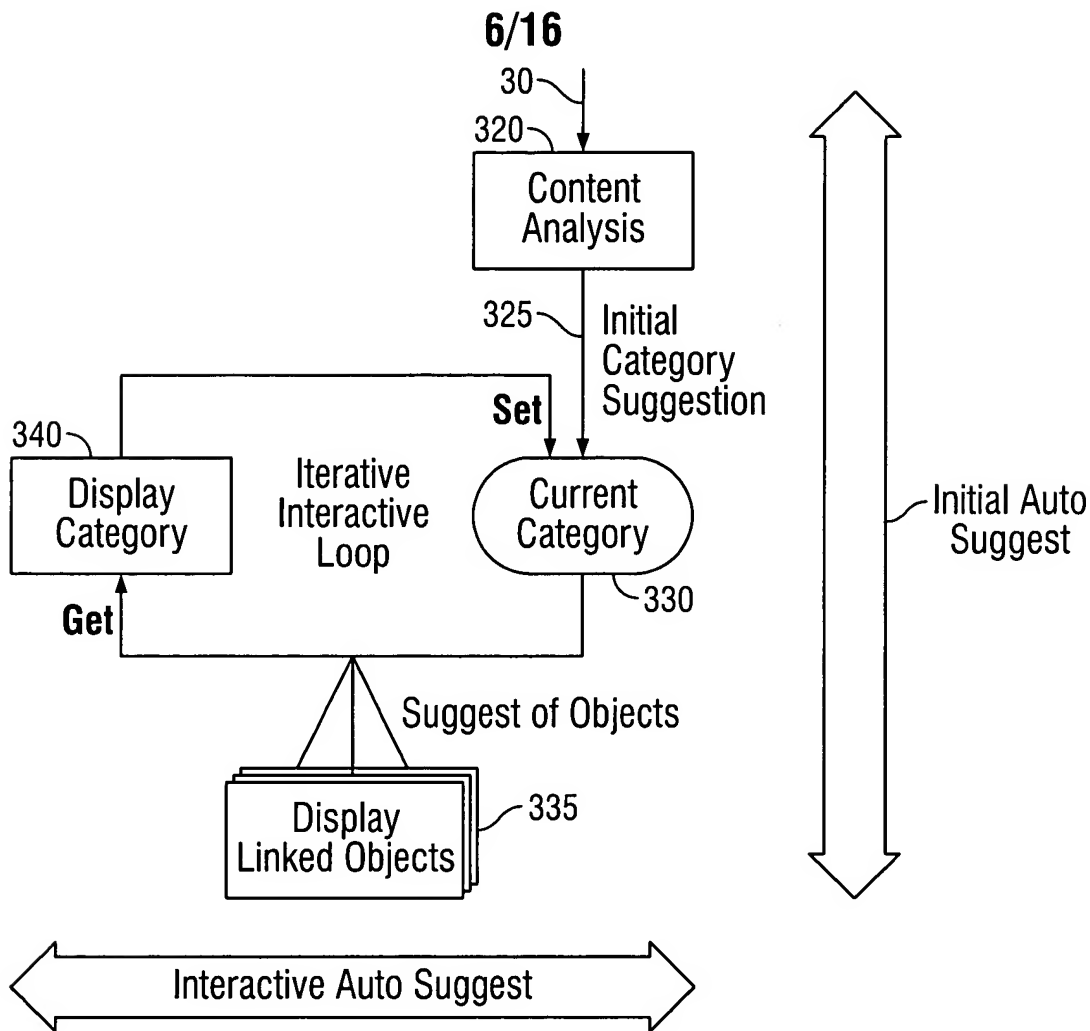


FIG. 3B



350

Description

Priority / Status: Very high ▾ In Process ▾

Reason: ▾

Classification 1: Apple ▾

Classification 2: iPad ▾

Classification 3: Playlists ▾

Classification 4: ▾

Delete Save ▾ New Test

355
360

FIG. 3D

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400 →

125 →

490 →

436 →

435 →

410 →

425 →

440 →

445 →

420 →

472 →

475 →

476 →

477 →

478 →

479 →

ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories 437 438 438 438 439 441 442

Show: My favorites Get: Go Open Advanced Search

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

Name Description 430

▼ Categories 135 Root

▼ Interaction Reason 170 The reason for Customer Contacting LEGO

► LEGO Club 160 Refers to the exclusive Lego club; Category to address member questions & concerns

▼ LEGO Land 210 Enquires regarding the Lego Land

• Driving Directions Enquires requesting driving directions

• Entry Fee 190 Requests to clarify entry fee

• Events 200 Request to know current events at Lego Land

► LEGO Products 180 Category enumerating the wide range of Lego products

► LEGO Org Chart The organizational Chart of LEGO

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450 455 460 465 470

Details Query Example Documents Standard Responses Knowledge Entities

General

Name: Driving Directions

Category ID: 0201

Parent Category: Lego Land

Reason Code: Directions

Description: Enquires requesting Driving directions

Creation Date:

Created By:

Last Modified Date:

Last Modified By:

Status:

FIG. 4

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400 →

ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

410

Show: My favorites Get: Go Open Advanced Search Help

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites

Name	Description
▼ Categories	Root
▼ Interaction Reason	The reason for Customer Contacting LEGO
▶ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
▼ LEGO Land	Enquires regarding the Lego Land
• Driving Directions	Enquires requesting driving directions
• Entry Fee	Requests to clarify entry fee
• Events	Request to know current events at Lego Land
▶ LEGO Products	Category enumerating the wide range of Lego products
▶ LEGO Org Chart	The organizational Chart of LEGO

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Details Query

Example Documents Standard Responses Knowledge Entities

515

510

520

540

535

530

545

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FIG. 5A

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ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show: My favorites Get: Go Open Advanced Search

Save

Create Sub node

Change

Cut

Copy

Paste

Delete

Print

Add to Favorites

Help

Name	Description
▼ Categories	Root
▼ Interaction Reason	The reason for Customer Contacting LEGO
▶ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
▼ LEGO Land	Enquires regarding the Lego Land
• Driving Directions	Enquires requesting driving directions
• Entry Fee	Requests to clarify entry fee
• Events	Request to know current events at Lego Land
▶ LEGO Products	Category enumerating the wide range of Lego products
▶ LEGO Org Chart	The organizational Chart of LEGO

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420

455

Details

Query

Example Documents

Standard Responses

Knowledge Entities

New Entry

Delete Entry

Next

Previous

Match:

Attribute:

Operator:

Value:

Case Sensitive:

If

Subject and Body

Contains

Driving, directions, where

515

525

530

535

545

541

542

FIG. 5B

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400 →

410

420

460

ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show: My favorites Get: Go Open Advanced Search

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

Name	Description
▼ Categories	Root
▼ Interaction Reason	The reason for Customer Contacting LEGO
▶ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
▼ LEGO Land	Enquires regarding the Lego Land
• Driving Directions	Enquires requesting driving directions
• Entry Fee	Requests to clarify entry fee
• Events	Request to know current events at Lego Land
▶ LEGO Products	Category enumerating the wide range of Lego products
▶ LEGO Org Chart	The organizational Chart of LEGO

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Details Query Example Documents Standard Responses Knowledge Entities

Change in MS Word Save in MS Word Import Create URL Delete Original Delete Reference

Name	Type	Language	Time Created	Created By	Last Changed	Last Changed By
Directions Request	bt	en	01.01.2002 2:00 PM	jkumar	01.01.2002 2:00 PM	jkumar

FIG. 6

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ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show: My favorites Get: Go Open Advanced Search

410

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

Name	Description
▼ Categories	Root
▼ Interaction Reason	The reason for Customer Contacting LEGO
▼ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
▼ LEGO Land	Enquiries regarding the Lego Land
▼ Driving Directions	Enquiries requesting driving directions
▼ Entry Fee	Requests to clarify entry fee
▼ Events	Request to know current events at Lego Land
▼ LEGO Products	Category enumerating the wide range of Lego products
▼ LEGO Org Chart	The organizational Chart of LEGO

210

420

Details Query Example Documents Standard Responses Knowledge Entities

735 730 465

Form Name	Description	Language	Created By	Date	Form Usage	Text Type
Directions - LEGOLAND Billund	Directions	EN	chavez	09.10.2003	Internet Mail (SMTP)	HTML
Directions - LEGOLAND California	Directions	EN	chavez	09.10.2003	Internet Mail (SMTP)	HTML
Directions - LEGOLAND Deutschland	Directions	EN	chavez	09.10.2003	Internet Mail (SMTP)	HTML
Directions - LEGOLAND Windsor	Directions	EN	chavez	09.10.2003	Internet Mail (SMTP)	HTML

725 720 715 705 750

Response Preview

710

Hi <Customer Name> >,
Here are the directions:
LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.
From North San Diego County:
Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND
From North San Diego County Inland:

FIG. 7

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ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

410

Show: My favorites Get: Go Open Advanced Search

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

Name	Description
▼ Categories	Root
▼ Interaction Reason	The reason for Customer Contacting LEGO
▼ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
▼ LEGO Land	Enquires regarding the Lego Land
▼ Driving Directions	Enquires requesting driving directions
▼ Entry Fee	Requests to clarify entry fee
▼ Events	Request to know current events at Lego Land
▼ LEGO Products	Category enumerating the wide range of Lego products
▼ LEGO Org Chart	The organizational Chart of LEGO

420

845 850 470

Details Query Example Documents Standard Responses Knowledge Entities

825

830

840

Title	KB Name	Language	Created By	Date	Last Changed by	Date

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Response Preview

810

820

FIG. 8

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ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show: [My favorites] Get: [] Go [] Close Advanced Search

Advance Search

Name: [] Creation Date: []

Category ID: [] Created By: []

Description: [] Last Modified Date: []

Reason Code: [] Status: []

Add to "Show" ☐ Remove from "Show"

Name of this Search

Go [] Save [] Create Sub node [] Change [] Cut [] Copy [] Paste [] Delete [] Print [] Add to Favorites [] Help []

Name	Description
<input type="checkbox"/> Categories	Root
<input type="checkbox"/> Interaction Reason	The reason for Customer Contacting LEGO
<input type="checkbox"/> LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
<input type="checkbox"/> LEGO Land	Enquires regarding the Lego Land
<input type="checkbox"/> Driving Directions	Enquiries requesting driving directions
<input type="checkbox"/> Entry Fee	Requests to clarify entry fee
<input type="checkbox"/> Events	Request to know current events at Lego Land
<input type="checkbox"/> LEGO Products	Category enumerating the wide range of Lego products
<input type="checkbox"/> LEGO Org Chart	The organizational Chart of LEGO

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Details [x] Query [x] Example Documents [x] Standard Responses [x] Knowledge Entities [x]

General

Name: [US]

Category ID: []

Description: []

Category: []

Parent Category: [Routing by Country]

Creation Date: []

Created By: []

Last Modified Date: []

Last Modified By: []

Status: []

FIG. 9A

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ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show: My favorites Get: Go Open Advanced Search

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

Name	Description
Categories	Root
Interaction Reason	The reason for Customer Contacting LEGO
LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
LEGO Land	Enquiries regarding the Lego Land
Driving Directions	Enquiries requesting driving directions
Entry Fee	Requests to clarify entry fee
Events	Request to know current events at Lego Land
LEGO Products	Category enumerating the wide range of Lego products
LEGO Org Chart	The organizational Chart of LEGO

Details

General

Name: Interaction Reason

Category ID: 0201

Parent Category: Category

Status: Reason for customer contacting LEGO

Description:

Creation Date:

Created By:

Last Modified Date:

Last Modified By:

Valid From:

Valid To:

Application Area

Interaction Record 120

More Responses 1015

Knowledge Search 1020

Rules Engine 1025

410

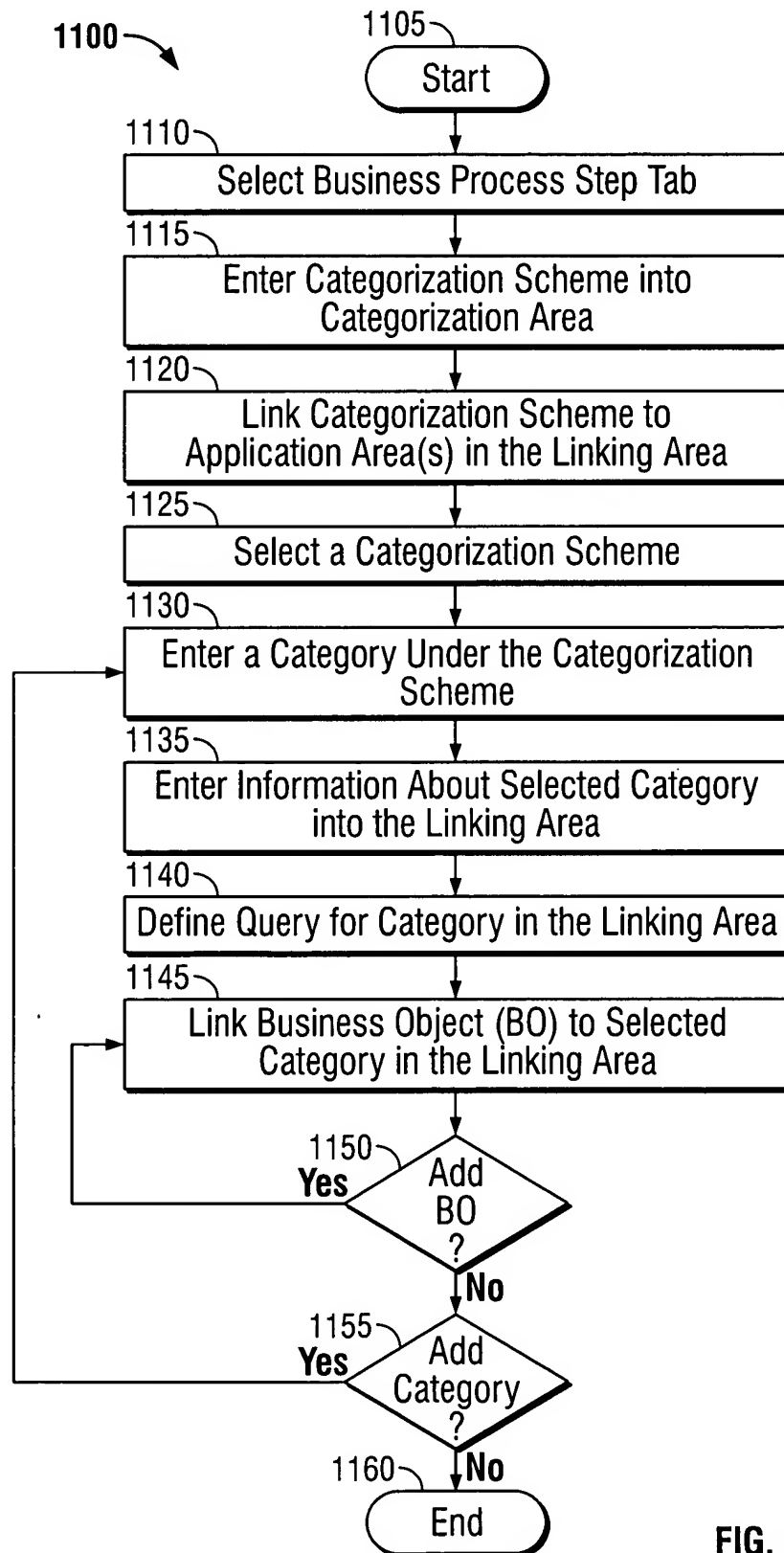
135

420

1005

1010

FIG. 10

16/16**Exemplary Design-Time Process for Creating Categorization Scheme****FIG. 11**